

Utah Coalition for Opioid Overdose Prevention Strategic Plan: Translating Data to Action 2019-2021

Overarching Goals

- Goal I: Promote public awareness of safe storage, safe disposal, opioid risks, signs of an overdose, harm reduction and naloxone.
- Goal II: Evaluate the effectiveness of opioid media campaigns using industry best practices.
- Goal III: Increase provider education and training, including tools and resources, to positively change prescribing behavior.
- Goal IV: Increase targeted naloxone distribution.
- Goal V: Increase availability of, and access to, community prevention resources and physical and behavioral health services, treatment, and resources.
- Goal VI: Improve timeliness of data, surveillance, and evaluation efforts.

Timeline	Activity	Workgroups	Performance Indicator
Goal I: Promote public awareness of safe storage, safe disposal, opioid risks, signs of an overdose, harm reduction and naloxone.			
Objective 1: Target high-burden areas to promote existing public awareness messages by 2020.			
Ongoing	Target public awareness messages in high-burden areas by leveraging community events and disseminating materials.	Public Awareness and Education	Events posted on UCO-OP calendar, Number of events, Number of materials disseminated, Number of attendees
Ongoing	Post and promote community events on coalition website, social media, and through partners.	Public Awareness and Education	Events posted on UCO-OP calendar, Number of site visits, social media metrics
Sep 2019	Develop community toolkits focusing on risk and protective factors, resources, prevention coalitions and available public awareness messaging.	Data and Evaluation Public Awareness and Education	Number of toolkits
Sep 2019	Identify opportunities to align existing opioid media campaigns, messaging, and materials.	Public Awareness and Education	Events posted on UCO-OP calendar, Number of events, Number of materials disseminated, Number of attendees
Objective 2: Develop a list of overarching key messages that have been tested to create consistency in statewide communication efforts by 2020.			
Mar 2019	Identify opportunities to align key messages with Utah opioid prevention campaigns.	Public Awareness and Education Harm Reduction	Number of messages
Apr 2019	Identify key resources that can be included as part of the key messaging and which should be promoted by all UCO-OP partners (for example, where to find a list of disposal sites, main treatment resources, overdose outreach providers etc.).	Public Awareness and Education Harm Reduction Access to Treatment	Number of resources, resource maps

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Aug 2019	Work with the UCO-OP Data and Evaluation workgroup to ensure data fact sheets, reports, and presentations align with key messaging.	Public Awareness and Education Data and Evaluation Harm Reduction	Key messages included in publications
Goal II: Evaluate the effectiveness of opioid media campaigns using industry best practices.			
Objective 1: Work with a third party vendor to develop and test a perceived effectiveness scale (similar to tools utilized world-wide for tobacco prevention) by 2019.			
Jan 2019	Meet with RTI and the Utah Department of Health Tobacco Prevention and Control Program to learn how tobacco prevention media campaigns are evaluated and to better understand the perceived effectiveness scale and evaluation process used.	Public Awareness and Education Data and Evaluation	Meeting minutes
Feb 2019	Work with RTI on a pilot project to test a perceived effectiveness scale on a select number of opioid-related mass media ads.	Public Awareness and Education Data and Evaluation	Pilot project results
Feb 2019	Refine perceived effectiveness scale if needed.	Public Awareness and Education Data and Evaluation	Refined scale
Objective 2: Conduct and inventory of opioid-related media campaign and materials from other areas of the country, including the types of evaluation/testing which have been conducted on them by 2020.			
Jan 2019	Conduct a literature review to understand best practices for messaging and media campaigns for opioid or substance abuse prevention	Public Awareness and Education	Literature review on file / posted on UCO-OP website
Feb 2019	Conduct an online search for opioid media campaign	Public Awareness	List of materials

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	materials.	and Education	
Mar 2019	Reach out to other states with CDC/SAMHSA opioid prevention funding to determine what media campaign messaging and materials have been developed or tested.	Public Awareness and Education	List of materials
Objective 3: Encourage adoption of the perceived effectiveness scale for media campaigns among state and local partners by 2020.			
Aug 2019	Develop a presentation or white paper which demonstrates the benefits and limitations of the perceived effectiveness scale and other industry-standard evaluation measures used.	Public Awareness and Education Data and Evaluation	White paper
Ongoing	Present to state and local partners.	Public Awareness and Education	Number of presentations, number of attendees
Goal III: Increase provider education and training, including tools and resources, to positively change prescribing behavior.			
Objective1: Increase safe prescribing and dispensing practices by 2020.			
Jan 2019	Identify high-burden areas in Utah and map out health systems implementing provider interventions.	Data and Evaluation	Opioid fact sheet with high-burden areas identified, resource mapping of Utah Health Systems, data slide deck for partners
Aug 2019	Promote uptake / adoption of prescribing guidelines in targeted areas.	Provider Training and Patient Education	Number of health systems adopting prescribing guidelines
Aug 2019	Provide academic detailing to healthcare providers	Provider Training and Patient Education	Number of academic detailing visits
Aug 2019	Educate and promote the use of risk assessments in targeted areas.	Provider Training and Patient Education	Number of risk assessments that identify patients at increased risk of opioid overdose
Objective 2: Increase provider utilization and education of the controlled substance database by 2019.			
Jan 2019	Develop indicators for provider dashboard within the	Provider Training	Risk measures defined and

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	controlled substance database.	and Patient Education	baseline data collected
Mar 2019	Work with the controlled substance database program manager to meet with providers to discuss dashboard use, outlying risk measures, and the benefits of using the controlled substance database as a clinical tool for informed decision making.	Provider Training and Patient Education	Number of provider trainings, number of materials disseminated
Objective 3: Provide educational materials to providers and pharmacists on screening for substance use disorder and provide referrals for treatment by 2020.			
Ongoing	Provide resources to health care providers and pharmacists to discuss opioid overdose prevention and response, naloxone, and treatment information with patients and disseminate appropriate materials.	Provider and Patient Education	Number of appropriate materials disseminated
Ongoing	Provide resources to health care providers and pharmacists on screening for substance use disorder, provide referrals for treatment, and disseminate appropriate materials.	Provider and Patient Education	Number of appropriate materials disseminated
Objective 4: Provide educational materials and talking points on drug-user health concerns, including disease prevention, to patients at increased risk in at least three high-burden areas by 2019.			
Ongoing	Provide resources to health care providers to discuss health concerns among drug users, including disease prevention.	Provider and Patient Education	Number of materials disseminated Number of harm reduction program participants reporting referrals from health providers
Objective 5: Facilitate a dialogue between providers and insurers to develop recommendations to improve patient safety by 2019.			
Jan 2019	Conduct a round table between providers and insurers to identify barriers to improving pain management and mental health services.	Provider Training and Patient Education	Number of insurers represented, number of attendees
Mar 2019	Present recommendations to key stakeholders.	Provider Training and Patient Education	Number of recommendations, presentation at Utah Health Improvement Plan Committees
Goal IV: Increase targeted naloxone distribution.			

Timeline	Activity	Workgroups	Performance Indicator
Objective 1: Increase community-based naloxone access and education by 2019.			
Jan 2019	Identify people at high risk of experiencing or witnessing overdose and map out overdose outreach providers (OOPs).	Data and Evaluation	Opioid fact sheet with high-burden areas identified, resource mapping of OOPs, data slide deck
Mar 2019	Work with OOPs to identify people at high risk of experiencing overdose to educate them on signs of an overdose and how to obtain and use naloxone.	Harm Reduction	Training events on UCOOP calendar, Number reached, Number of trainings, Number of kits disseminated
Mar 2019	Work with OOPs, harm reduction staff, clinicians, first responders, pharmacists and other key community partners to properly educate, train, and dissemination of naloxone.	Harm Reduction	Number of trainers / trainings, number of kits disseminated
May 2019	Work with local health departments (LHDs) and community-based organizations (CBOs) to develop a distribution plan for general public to obtain individual naloxone kits.	Harm Reduction	LHDs with naloxone distribution plan, CBOs with naloxone distribution plan
Jun 2019	Furnish local health departments and community-based organizations with naloxone kits.	Harm Reduction	LHDs with naloxone kits for general public, CBOs with naloxone kits for general public
Objective 2: Increase pharmacy-based naloxone access and education by 2019.			
Jan 2019	Identify pharmacies participating in statewide standing order or collaborative practice agreements in Utah and map out the pharmacies.	Data and Evaluation	Pharmacy locator map on naloxone.utah.gov website
Mar 2019	Work with community stakeholders to provide education and outreach to pharmacies who aren't participating in naloxone access efforts.	Harm Reduction	Number of pharmacies provided outreach Number of standing order enrollments
Apr 2019	Work with UCO-OP Public Awareness and Education Workgroup to draft and distribute a press release notifying the public of naloxone standing orders.	Public Awareness and Education	Increased public awareness of the availability of naloxone in pharmacies enrolled in standing orders/collaborative practice agreements.
Goal V: Increase availability of, and access to, community prevention resources and physical and behavioral health services,			

Timeline	Activity	Workgroups	Performance Indicator
treatment, and resources. (NGA)			
Objective 1: Increase harm reduction strategies in high burden areas by 2019			
Ongoing	Work with community stakeholders to identify potential overdose outreach providers and harm reduction community training opportunities.	Harm Reduction	Training events on UCOOP calendar
Ongoing	Work with community stakeholders to identify populations at increased risk for HIV, Hepatitis C, and other infectious disease and overdose for targeted harm reduction education and dissemination.	Harm Reduction	Number of harm reduction trainings, number of syringes, safer injection equipment, and naloxone kits disseminated
Ongoing	Identify community trainers to provide harm reduction trainings, disseminate harm reduction materials and naloxone in high-burden areas.	Harm Reduction	Number of harm reduction trainings, number of syringes, safer injection equipment, and naloxone kits disseminated
Objective 2: Identify facilities working with those that are at high risk for overdose, including substance abuse treatment and corrections institutions, and increase the number of policies that ensure those at risk, as well as their family members, receive overdose prevention and response education as well as naloxone upon exit by 2019.			
Feb 2019	Identify substance abuse treatment facilities with current policies regarding naloxone distribution.	Access to Treatment Harm Reduction	Number of substance abuse treatment facilities with current policies.
May 2019	Encourage substance abuse treatment facilities to develop policies that will ensure patients leaving treatment against medical advice (AMA) to get a naloxone kit and/or prescription upon exit.	Access to Treatment Harm Reduction	Number of substance abuse treatment facilities with new policies
Feb 2019	Identify corrections facilities (detention, city/county jails, prison) with current policies regarding naloxone distribution.	Harm Reduction Public Safety	Number of corrections facilities with current policies
May 2019	Encourage corrections facilities to develop policies that will ensure inmates with substance use disorders get a naloxone kit and/or prescription upon exit.	Harm Reduction Public Safety	Number of corrections facilities with new policies
May 2019	Develop and launch an overdose and naloxone awareness campaign among facilities working with those at high risk for	Harm Reduction	Increased awareness among facilities working with those at

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	overdose.	Access to Treatment	high risk for opioid overdose
Objective 3: Plan, develop, and implement a referral system using 2-1-1 to connect those at risk for misuse, abuse, and overdose as well as their families to essential services such as harm reduction, naloxone, and substance use disorder treatment by 2020.			
Jan 2019	Work with United Way to plan a resource system using 2-1-1 to connect those at risk for misuse, abuse, and overdose as well as their families to essential services.	Harm Reduction Access to Treatment	2-1-1 referral system project plan
Jul 2019	Work with United Way to develop a resource system using 2-1-1	Harm Reduction Access to Treatment	2-1-1 system developed
Jul 2019	Implement 2-1-1 resource system	Harm Reduction Access to Treatment	2-1-1 system implemented
Objective 4: Develop policies and procedures for active referrals from harm reduction programs to community prevention resources and physical and behavioral health services, treatment, and resources by 2020.			
Aug 2019	Conduct an assessment of the availability of, and barriers to, physical and behavioral health services and community prevention resources that includes: medication assisted treatment, inpatient and outpatient SUD recovery services, harm reduction programs (syringe exchange, naloxone distribution, overdose prevention, infectious disease testing and treatment) and other mental health services. (NGA)	Harm Reduction	Report
Sep 2019	Develop evidence-based policies and procedures regarding active referrals for harm reduction programs.	Harm Reduction	Active referral policies and procedures
Sep 2019	Work with harm reduction programs to adopt policies and procedures regarding active referrals.	Harm Reduction	Number of harm reduction programs with policies and procedures in place for active referrals.

Timeline	Activity	Workgroups	Performance Indicator
Objective 5: Develop awareness and education materials, and policies and procedures examples regarding proper syringe disposal by 2020.			
Feb 2019	Work with community stakeholders to identify syringe disposal providers across Utah.	Harm Reduction	Number of syringe disposal providers across Utah
May 2019	Encourage community organizations working with drug users to increase awareness of proper disposal sites.	Harm Reduction	Increased awareness of proper syringe disposal options among community organizations working with drug users
Jul 2019	Draft example policies and procedures and share with organizations wishing to develop syringe disposal programs.	Harm Reduction	Increased syringe disposal options across Utah
Objective 6: Increase awareness and utilization of medical assisted treatment (MAT) as an effective medical intervention to reduce stigma and encourage people to utilize this evidence-based form of care by 2020.			
Feb 2019	Develop and disseminate fact sheets and social media posts on the three FDA-approved medications for opioid use disorder.	Public Awareness and Education Access to Treatment	MAT Fact Sheet, Number of people reached
Aug 2019	Identify barriers (insurance coverage, prior authorizations, access to methadone clinics, incarceration, access to all forms of MAT, etc) and develop recommendations to address barriers	Access to Treatment Provider Training and Patient Education	Recommendations
Dec 2019	Develop best practices for referral and linkages to care in criminal justice and healthcare settings upon release (warm handoffs, MAT initiation, etc.)	Access to Treatment Public Safety Provider Training and Patient Education	Best practices identified
Goal VI: Improve timeliness of data, surveillance, and evaluation efforts. (NGA)			

Timeline	Activity	Workgroups	Performance Indicator
Objective 1: Identify gaps in current data collection efforts and explore opportunities to address gaps by 2020.			
Jan 2019	Develop policies and procedures for Opioid Fatality Review Team.	Data and Evaluation	Policy and Procedure Manual for Opioid Fatality Review Team
Jan 2019	Develop an implementation plan for Opioid Fatality Review Team recommendations and work with appropriate entities to implement recommendations.	All	Opioid Fatality Review Community Implementation Plan developed, Number of recommendations implemented
Jan 2019	Identify and promote protective factors and increase awareness of risk factors (PNA, YRBS, BRFSS, other population based surveys)	Data and Evaluation Public Awareness	Report, number of presentations
Jan 2019	Establish and evaluate mechanisms for tracking naloxone distribution, administration and reversals. (NGA)	Data and Evaluation Harm Reduction	Number of reversals, number of naloxone kits
Objective 2: Increase frequency of surveillance reports by 2020.			
Quarterly	Update number and rate of prescription opioid and heroin deaths quarterly on website and through the Heroin Accountability, Response and Protocol ONDCP work group.	Data and Evaluation Public Safety	Data table on UCOOP website ONDCP data presentation
Ongoing	Develop and disseminate quarterly drug monitoring initiative reports to understand and respond to emerging trends that present a danger to public safety and public health each quarter.	Data and Evaluation Public Safety	Data reports
Objective 3: Improve data collection to ensure consistency across harm reduction programs by 2020.			
Mar 2019	Develop list of variables for data collection among harm reduction programs	Data and Evaluation Harm Reduction	List of variables for data collection
Mar 2019	Collect, analyze, and share data from overdose outreach providers, pharmacies enrolled in naloxone standing order/collaborative practice agreements.	Data and Evaluation Harm Reduction	Consistent data collected and shared
Aug 2019	Evaluate current use of rapid HIV and HCV testing practices	Harm Reduction	Report

Timeline	Activity	Workgroups	Performance Indicator
	and reporting. (NGA)		
Objective 4: Provide ongoing technical assistance to Overdose Outreach Providers (OOPs) and programs practicing harm reduction by 2020.			
Ongoing	Work with programs and OOPs to develop harm reduction programs that are data-focused	Harm Reduction	Data-focused harm reduction programs
Ongoing	Provide technical assistance to OOPs and other harm reduction programs as needed	Harm Reduction	Technical assistance provided



Mission Statement

Prevent and reduce opioid abuse, misuse, and overdose deaths in Utah through a coordinated response.

The Utah Coalition for Opioid Overdose Prevention Strategic Plan: Translating Data to Action 2018-2021 was informed by the following local, state, and national plans that include evidence-based strategies and best practices:

- [The National Prescription Drug Abuse Prevention Strategy: Addressing the Evolution of the Epidemic](#)
- [Colorado Plan to Reduce Prescription Drug Abuse](#)
- [Call to Action: Responding to New Hampshire's Pharmaceutical Drug Epidemic](#)
- Utah Pharmaceutical Drug Crime Project 2008 Plan
- [Utah Suicide Prevention Plan](#)
- [National Governor's Association : Finding Solution to the Prescription Opioid and Heroin Crisis: A Road Map for States](#)
- [Association of State and Territorial Officials 2017 President's Challenge: Public Health Approaches to Preventing Substance Misuse and Addictions National Prevention Plan](#)
- Intermountain Healthcare
- Utah Department of Human Services Division of Substance Abuse and Mental Health
- Utah Department of Health
- Utah National Governors Association Center for Best Practices Health Division Learning Lab on State Strategies for Addressing Infectious Diseases Related to Substance Use
- [Evidence-based Strategies for Preventing Opioid Overdose: What's Working in the United States](#)